102150 **Orders** Order / Rev: 06817867 Alt Order #: Product Desc: DCCC 1194 Estimate: Flight Dates: 10/16/12 - 10/22/12 Original Date / Rev: 05/24/12 / 10/01/12 Sales Office:

GENERAL



KSNV

Primary AE: Amy McCreary **BLPHI**

Sales Region: National

Agency

Name:

Great American Media

Buying Contact: Billing Contact:

Order Type:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

15%

Broadcast EOM/EOC

Advertiser

Name:

Priority:

Democratic Congressional Campaign

Demographic:

A35+

Product Codes:

PLI2

Revenue Codes:

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

roused

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Om Flan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	125	\$86,950,00	\$73.907.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	125	\$86,950.00	\$73,907.50	0.00
Totals	125	\$86,950.00	\$73,907.50	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$86,950.00
Market	100%	\$235,000,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$56,400.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$37,600.00
KTUD	0%	\$0.00
KVVU	20%	\$47,000.00
KVWB	0%	\$0.00
-LV1	0%	\$0.00
UNKWN	3%	\$7,050.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/En	d Time	Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
•	E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeU	MgsW/w	5-6a		MTWTF	:30	5	\$400.002	0.00 NM	5	\$2,000,00
					M-F 5-6a WakeU	w/Wagners									. ,
		WAKE L	JP WITH 1	THE WAGI	NERS										
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rat	ing						
	W	eek: 10/1	16/12	10/22/12	MTWTF	5	\$400.00		0.00						

Print Date: 10/02/12 08:27:04

KSNV

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Order / Rev:

102150

Advertiser:

Democratic Congressional Campaign Cc

Alt Order #:

06817867

Product Desc:

DCCC

Flight Dates:

10/16/12 - 10/22/12

Estimate:

1194

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	nots	Rate Pri	Rtg Type S	Snots	Amount
E 1 KSN			M-F 5-6a WakeUp	w/WagM	5-6a	MTWTF	:30	5	\$400.002	0.00 NM	5	\$2,000.00
WAK	E UP WITH	H THE WAGI	M-F 5-6a WakeU∣ NERS	p w/vvagners								
· ·	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/16/12	10/22/12	MTWTF	Moan@M	\$400.00 430a-5a	0.00 MTWT~~S	:30	4	£200 004	0.00 NM		*000.00
		LY W/THE W	Wake Up Early w/ Wake Up Early W /AGNERS	_	450a-5a	MIMITAS	:30	4	\$200.001	U.UU INIVI	4	\$800.00
	<u>Start Date</u> 10/16/12	End Date 10/22/12	<u>Weekdays</u> MTWTS	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
E 3 KSN	IV 10/16/1	2 10/22/12	M-F 6-7a WakeUp	_	6-7a	MTWTF	:30	5	\$725.001	0.00 NM	5	\$3,625.00
WAK	E UP WITH	THE WAG	M-F 6-7a WakeU NERS	p w/Wagners								
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	10/16/12	10/22/12	MTWTF	5	\$725.00	0.00						
	√ 10/16/1 AY SHOW	12 10/22/12	Today Show Today Show	СМ	658a-9am	MTWTF~	:30	14	\$900.001	0.00 NM	14	\$12,600.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	10/16/12	10/22/12	MTWTF	14	\$900.00	0.00			*			
		12 10/20/12	News 3 Sunrise - News 3 Sunrise S		6a-7a	S-	:30	1	\$375.001	0.00 NM	1	\$375.00
	√S 3 AT SU Start Date	NRISE End Date	Weekdays	Spots/Week	Poto	Deting						
-	10/15/12	10/21/12	S-	<u>30018/Week</u>	<u>Rate</u> \$375.00	Rating 0.00						
E 6 KSN	NV 10/20/1	2 10/20/12	Saturday Today Saturday Today	СМ	7a-9am	S-	:30	2	\$625.001	0.00 NM	2	\$1,250.00
	URDAY TO									ŀ		
-	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$625.00	Rating 0.00						
		12 10/21/12	News 3 Sunrise -		6a-7a	S	:30	1	\$375.001	0.00 NM	1	\$375.00
KI 	AC S AT CIT	NDICE	News 3 Sunrise S	SUNDAY								
	<i>I</i> S 3 AT SU <u>Start Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
-	10/15/12	10/21/12	S	1	\$375.00	0.00						
			Sunday Today Sunday Today	СМ	7a-8am	S	:30	2	\$500.002	0.00 NM	2	\$1,000.00
	AY ON SUI Start Date	NDAY <u>End Date</u>	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	10/15/12	10/21/12	S	2	\$500.00	0.00						
E 9 KS	NV 10/21/1	12 10/21/12	News 3 Today WI News 3 Today	knd CM	9a-930am	s	:30	1	\$500.001	0.00 NM	1	\$500.00
NEV	VS 3 TODA	Y/WKEND	, , , , , , , , , , , , , , , , , , ,									
	Start Date 10/15/12	End Data 10/21/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u>	Rating 0.00						
			Chris Matthews 9 Chris Matthews S		\$500.00 9:30a-10a	s	:30	1	\$500.002	0.00 NM	1	\$500.00
CHR	RIS MATTHE	EWS SHOW		. 514 0.00aiii								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	10/15/12	10/21/12	S M-F Today Show	1 3rd HRM	\$500,00 9-10a	0.00 MTWTF∽⊷	:30	10	\$425.001	0.00 NM	10	¢4 250 00
LII KOI	10/10/1	12 10/22/12	M-F Today Show		9-10a	MIMILE	.50	10	\$425.00 I	U.UU INIVI	10	\$4,250.00
	AY SHOW		•		-	D "						
	Start Date 10/16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 10	<u>Rate</u> \$425.00	Rating 0.00						
			M-F Today Show Today 4th Hour		10am-11am	MTWTF	:30	5	\$325.001	0.00 N M	5	\$1,625.00
TOD	AY SHOW	Ш	Today Hill Houl									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/16/12	10/22/12 12 10/22/12	MTWTF~~	CM 5	\$325.00 11am-12pm	0.00 MTWTE	:30	10	\$325.001	O OO NIM	10	\$3.350.00
₩ 19 NO	4V 10/10/	14 10/22/12		CIVI	rram-izpifi	MTWTF≃≃	.30	10	φυ∠υ.UU I	0.00 NM	10	\$3,250.00

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KSNV

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Order / Rev:

102150

Advertiser:

Democratic Congressional Campaign Cc

Alt Order#:

06817867

Product Desc:

DCCC

Flight Dates:

10/16/12 - 10/22/12

Estimate:

1194

Ln	Ch	Start	End	Inventory Code	Prock	Start/End T	ima Dava	lan Co	ata .	Deta Dri	Dia Tura (>	A
	OII	Start	Enu	Rachael Ray	DIEAK	Start/End T	ime Days	Len Sp	บเร	Rate Fil	Rtg Type S	spois	Amount
				Rachael Ray									
I	RACHE	L RAY rt Date	End Date	Mackdova	ContailMank	Data	Datina						
We	<u>عاد</u> /eek: 10		10/22/12	<u>Weekdays</u> M T WTF	Spots/Week 10	<u>Rate</u> \$325.00	Rating 0.00						
E 14	KSNV	10/16/1	2 10/22/12	Noon News	СМ	12-1230pm	MTWTF	:30	5	\$425.001	0.00 NM	5	\$2,125.00
	ALESA/C	ሳ ለሞ አነሱ	ON	Noon News									
,		3 AT NO rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
We	e e k: 10/		10/22/12	MTWTF	5	\$425.00	0.00						
E 15	KSNV	10/16/1	2 10/22/12	The Agenda 1230	pm CM	1230-1p	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
	NIE!A/C	4: THE A	CENDA	The Agenda 123	0pm								
ı		4: T⊓⊏ A rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	eek: 10/		10/22/12	MTWTF	5	\$325.00	0.00						
E 16	KSNV	10/16/1	2 10/22/12	The Doctors	СМ	2pm-3pm	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
	THE DO	CTORS		The Doctors									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/		10/22/12	MTWTF	5	\$325.00	0.00						
E 17	KSNV	10/16/1	2 10/22/12		СМ	3-4p	MTWTF	:30	5	\$450.001	0.00 NM	5	\$2,250.00
	DR. PH	11		Dr Phil									
'		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
We	eek: 10/	16/12	10/22/12	MTWTF	5	\$450.00	0.00						
E 18	KSNV	10/16/1	2 10/22/12	NEWS 3 at 4 (1	•	4-5pm	MTWTF	:30	5	\$725.001	0.00 NM	5	\$3,625.00
,	FIRST I	VEWS 3	AT FOUR	4PM NEWS (1 h	our)	(4:00 PM-4:3	0 PM)						
	-	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/	16/12	10/22/12	MTWTF	5	\$725.00	0.00						
E 19	KSNV	10/16/1	2 10/22/12	NEWS 3 at 4 (1		4-5pm	MTWTF	:30	5	\$725.001	0.00 NM	5	\$3,625.00
	NEWS.	4 AT 430)ip	4PM NEWS (1 h	our)	(4:30 PM-5:0	10 PM)						
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10/	16/12	10/22/12	MTWTF	5	\$725.00	0.00						
E 20	KSNV	10/16/1	2 10/22/12	M-F Early News	СМ	5-630p	MTWTF	:30	5	\$1,200.001	0.00 NM	5	\$6,000.00
	EARLY	NEWS		M-F Early News									
	, ,	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				l		
W	eek: 10/	16/12	10/22/12	MTWTF	5	\$1,200.00	0.00						
E 21	KSNV	10/20/1	2 10/20/12	•		5pm-630pm	S-	:30	1	\$675.001	0.00 NM	1	\$675.00
	KSNV E	EARLY N	IEWS	Sa-Su Early New	'S								
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	eek: 10/		10/21/12	S-	1	\$675.00	0.00						
E 22	KSNV	10/16/1	12 10/22/12		CM	630-7pm	MTWTF~∽	:30	4	\$1,300.001	0.00 NM	4	\$5,200.00
	JEOPA	RDY		M-F Jeopardy									
		<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	eek: 10/		10/22/12	MTWTF		\$1,300.00	0.00						

Print Date: 10/02/12 08:27:05 P

KSNV

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Order / Rev:

102150

Advertiser:

Democratic Congressional Campaign Cc

Alt Order #:

06817867

Product Desc:

DCCC

Flight Dates:

10/16/12 - 10/22/12

Estimate:

1194

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate E 22 KSNV 10/16/12 10/22/12 M-F Jeopardy CM 630-7pm MTWTF :30 4 \$1,300	ate Pri Rtg Type Spots Amount 0.001 0.00 NM 4 \$5,200.00
M-F Jeopardy	0.001 0.00 NM 4 \$5,200.00
JEOPARDY COLOR OF THE PROPERTY	
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/16/12 10/22/12 MTWTF 4 \$1,300.00 0.00	
Spot Ch Date Range Description Start/End Time Weekdays Length	Rate Rtg Type
	(,300.00) 0.00 NM
See MG 22.5 [PGM CHG = JEOP OR WHEEL IN PRIME]	
	(,300.00)
See <i>MG</i> 22.6 [na debates]	
•	1,300.00 0.00 NM
⊕ MG for 22.3 10/16	
[INV CODE] 6 KSNV 10/22/12-10/22/12 Jeopardy in PRIME M-SA 8-11p / SUI M :30 \$1	1,300.00 0.00 NM
(B) MG for 22.4 10/22	1,300.00 0.00 1414
[INV CODE]	
E 23 KSNV 10/16/12 10/22/12 M-F Wheel CM 7-730pm MTWTF :30 5 \$1,300	0.001 0.00 NM 5 \$6,500.0
M-F Wheel of Fortune WHEEL OF FORTUNE	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/16/1210/22/12MTWTF5\$1,300.000.00SpotCh Date RangeDescriptionStart/End TimeWeekdaysLength	Rate Rtg Type
	1 ,300,00) 0.00 NM
See MG 23.7	
[na debates] 2 KSNV 10/16/12-10/22/12 M-F Wheel 7-730pm MTWThF ;30(\$4	1 ,300.00) 0.00 NM
See MG 23.6	7000:007 0.00 7777
[PGM CHG = JEOP OR WHEEL IN PRIME]	
6 KSNV 10/16/12-10/16/12 Wheel of Fortune in PRIME M-SA 8-11p / SUN -T :30 \$*	1,300.00 0.00 NM
[INV CODE]	
	1,300.00 0.00 NM
MG for 23.1 10/22 [INV CODE]	
	5.001 0.00 NM 2 \$1,050.0
WKND Jeop/Wheel	4 1,000,0
JEOPARDY/ WHEEL OF FORTUNE <u>Start Date </u>	
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/15/12 10/21/12S- 2 \$525.00 0.00	
E 25 KSNV 10/22/12 10/22/12 Mon PR 8-10p CM 8-10pm M :30 2 \$4,000	0.001 0.00 NM 2 \$8,000.0
Monday Prime 8-10pm THE VOICE	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12 10/28/12 M 2 \$4,000.00 0.00	<u> </u>
E 26 KSNV 10/21/12 10/21/12 News 3 Live in Prime CM 7-10pmS :30 2 \$1,600	0.002 0.00 NM 2 \$3,200.0
NEWS AFTER NFL	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/15/12 10/21/12S 2 \$1,600.00 0.00 E 27 KSNV 10/21/12 10/21/12 LAW & ORDER (synd) RGM SU 10-11PS :30 2 \$900	0.002 0.00 NM 2 #4.800.0
E 27 KSNV 10/21/12 10/21/12 LAW & ORDER (synd) RGM SU 10-11PS :30 2 \$900 Law & Order (synd) PRIME	0.002 0.00 NM 2 \$1,800.0
LAW & ORDER	
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12S 2 \$900.00 0.00	
E 28 KSNV 10/16/12 10/22/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF :30 2 \$1,200	0.001
M-F News 3 at Eleven	
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Spots/Week Rate Rating	
Week: 10/16/12 10/22/12 MTWTF 2 \$1,200.00 0.00	

Print Date: 10/02/12 08:27:05

Totals

125

\$86,950.00

Page 5 of 5 102150 Order / Rev: Advertiser: Democratic Congressional Campaign Cc Alt Order #: 06817867 DCCC Product Desc: **KSNV** Flight Dates: 10/16/12 - 10/22/12 Estimate: 1194 Days Ln Ch Start End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount E29 KSNV 10/20/12 10/20/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----S-:30 1 \$1,100.001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date End Date Weekdays Spots/Week Rate Rating ----5-Week: 10/15/12 10/21/12 1 \$1,100.00 0.00 E 30 KSNV 10/16/12 10/22/12 The Tonight Show CM 1135p-1237a MTWTF--:30 \$500.001 0.00 NM \$4,000.00 **Tonight Show** TONIGHT SHOW W/ JAY LENO

Rating

0.00

Rate

\$500.00

Start Date

Week: 10/16/12

End Date

10/22/12

<u>Weekdays</u>

MTWTF--

Spots/Week